

Logan M. Jones
Collegain

A boy covered in bubbles plays with others in an inflatable bubble pit Saturday evening during the "Plaza Festival" at the Jardine Apartment Complex. The activities lasted for five hours and included free food, face painting and live music.



www.kstatecollegian.com

tuesday, september 13, 2011

vol. 117 | no. 16



Tomorrow:
High: 71 F
Low: 46 F



Thursday:
High: 63 F
Low: 48 F

04

Permanent art
See what Collegian writer Summer Phillips thinks about tattoos in the workplace.

05

Dressed to the nines
Collegian writer Austin Enns discusses female fashion from a male perspective.

07

A tight game
Check out the breakdown of last night's volleyball game against the Drake Bulldogs.

RCPD has stronger presence, not larger numbers

Hayley Rose
staff reporter

A recent perceived increase in police presence in Manhattan is actually the result of a program the Riley County Police Department has been using called "data-driven policing."

The program uses data collected throughout the last 10 years in an effort to be "proactive instead of reactive" with police patrols, and although it has been in effect for around three years, it has "picked up over the last six months or so," said officer Scott Hagemeister of the RCPD.

"We haven't increased the number of officers," he said. "We've been looking at areas where high levels of crime are common and are increasing patrols in those areas to decrease criminal activity. People aren't really seeing 12 police cars; they're just seeing the same police car 12 times because they're patrolling that small area."

Not only has the amount of data being collected by this program changed, but the type of information as well. For example, officers are now using the relationship between an offender and others involved in an incident as well as their relationship to the area. The data is then put into a police database, where the information is organized by a crime analyst into spreadsheets and maps to pinpoint specific areas.

These hot spots, or areas where one or more crimes tend to reoccur, are where the police are stepping up patrols. These zones can be anywhere from a 2-mile radius to a couple blocks and can sometimes have between four to 10 officers on patrol.

"The areas around Aggieville are places we pay attention to," Hagemeister said.

Those neighborhoods have a high student population and are likely to have a certain amount of alcohol-related infractions, as well as property theft.

"The students have their computers, textbooks that can be stolen — they like to have TVs," Hagemeister said. "It can make for easy pickings."

Those areas have a higher level of general patrolling so the RCPD has more information about them, and to make sure officers are



Lauren Gocken | Collegian

Police officers patrol the performance area at Purple Power Play on Poyntz on Sept. 2. The police department works with crime analysts to increase the visibility of the police force in hot spots, or areas where crimes are likely to occur.

nearby in case of an incident.

Officers, such as those assigned to Aggieville on busy nights, are spending more time interacting with people in these areas as well.

"Over the summer break, the area around Aggieville isn't as populated, but when the students come back, the population around the campus goes up and so we focus on those," Hagemeister said. "Often the officers will get out on foot and interact with the people."

The officers in Aggieville have been a definite presence over the last few years and it seems that patrons have become accustomed to it.

"There has definitely been more police around, but I don't feel like it has impacted our business at all," said Derek Sprester of Pat's Blue Rib'n Barbecue in Aggieville.

Justin Stach of Rusty's Last Chance feels the same way.

"As far as the bar would go, I would say that it hasn't really affected us," Stach said. "I haven't really noticed it."

As a part of this data-driven strategy, the RCPD has been collaborating with K-State in certain areas of crime analysis.

L. Susan Williams, associate professor of sociology, and Don Kurtz, assistant professor of sociology, as well as a team of graduate and undergraduate students, have been working with officers on six years

"People aren't really seeing 12 police cars; they're just seeing the same police car 12 times because they're patrolling that small area."

Scott Hagemeister
Riley County Police
Department

worth of burglary statistics over the last year and a half.

Team members help collect and analyze the data, then communicate with the RCPD on their findings.

"The project also includes other components, and it is continuing to grow and change as RCPD develops additional initiatives, and as we are able to provide them with analyses on what is working best," Williams said.

One surprising and encouraging aspect of the project that Williams has seen in the data is that "the new strategies work so quickly. Burglaries went down overall, even as population is increasing. That's very encouraging," Williams said.

"While it might seem common sense to many citizens, it is not common. Historically, police agencies have been tasked with reacting to whatever is thrown at them, literally and symbolically, with the flashing red and blue lights tactic."

While the RCPD still continues to respond to unexpected incidents and crimes, both the K-State researchers and RCPD officers are looking toward modern policing to focus on both correction and prevention of crimes.

"Our partnership with RCPD is a giant step in that direction," Williams said.

Another element of this program is integrating traffic violations into their data sets to see where highs in crime and traffic incidents overlap. "Some studies have shown that there is a relationship between crime and traffic in some suburban and urban areas, so we're using the data collected to analyze that too," Hagemeister said.

"Someone who doesn't have a lot of respect for someone else's property is likely to not respect traffic laws either."

The information collected at traffic stops in a certain area can be used as a reference for crimes committed in the same place. For instance, if a suspect vehicle involved in a robbery was described as a blue pickup, officers can look at records to see if any blue pickups have been involved in traffic violations and use that as a possible lead.

The RCPD has also been working with the K-State Police Department to keep incidents on and around campus low.

Capt. Don Stubbings of the campus police said one of the main ways they try to keep crime on campus down is by "being proactive and educating the new students to the K-State community on safety and protecting their property."

The program has seen good results overall, said Hagemeister.

"And the officers like it," Hagemeister said. "It gives them the opportunity to do a lot more self-initiated activity instead of just waiting for something to happen, and they get to see cases go from beginning to end. It makes it more rewarding."

Breadbasket charity helps thousands

Hannah Loftus
staff reporter

The Flint Hills Breadbasket opened in 1981 and has been serving the Manhattan area by minimizing hunger and poverty through the distribution of food. According to its website, the Flint Hills Breadbasket served 19,221 families in the area in 2009 alone.

"The Breadbasket is a non-profit organization and operates mostly on food donations received daily from local businesses," said Maribeth Kieffer, director of the Breadbasket. "This includes grocery stores, gas stations and produce markets."

Kieffer said when she took over as director, she completely revamped the warehouse unit of the facilities. Kieffer said the Breadbasket had been operating in the red for about four years.

David Echols, warehouse manager, said his primary job is to receive all food donated and catalog everything that comes through the Breadbasket. Echols also delivers orders.

In addition to supporting six local churches, the Breadbasket also operates a number of other local programs, including the Emergency Food Pantry.

"We always have plenty of bread and we do give out emergency food vouchers to families that need them," Kieffer said. "It depends on the size of the family, but they can go and get milk, eggs and meat."

The Breadbasket also operates the Commodity Supplemental Food Program, which delivers food to citizens over the age of 60.

"We deliver about a 60-pound box of foodstuffs each month," Kieffer said.

The Breadbasket also does a community Thanksgiving meal and delivers about 300 Christmas baskets to families in need during the holiday season.

Kieffer said she is always in need of volunteer support from the community. She said that there are always opportunities to help out at the Breadbasket and they are happy to take volunteers.

People can just walk in and help out in the facilities, but there are other ways to support the Breadbasket other than time donations, including donating food. Kieffer said the Breadbasket currently needs pancake syrup and oatmeal.

Echols said the Breadbasket is also in need of chili, canned meat and cereal.

"We do need help from people in the community to support the Breadbasket because it takes a lot to keep the facilities running," Kieffer said. "What people don't realize is the logistical side of the operation. We have bills that need to be paid and the rising cost of gasoline makes things difficult."

Kieffer said the company operates two pickup trucks to pick up donations and drop off food to those in need.

"What we really need most right now is money, and by making a monetary donation people can receive a tax deduction," Kieffer said.

Echols said some upcoming events for the Breadbasket include the annual Cats for Cans food drive, which will start in October. He said the Breadbasket will be at the All-University Homecoming game collecting donations.

Manhattan resident Brandon Meitler said he always tries to donate at the Cats for Cans event.

"It makes me feel better about myself when I can help people out that really need it," Meitler said. "If I can put a smile on someone's face and know they didn't go hungry, it is a good thing."

"I encourage everyone to support the Flint Hills Breadbasket and help donate whatever they can," Kieffer said. "I am willing to do whatever it takes to bring food and funding to the Breadbasket so that those less fortunate will not go without the food they need."

Rural towns falling behind in population growth

Tyler Sharp
contributing writer

Editor's note: This is part two of a three-part series continued from the Friday, Sept. 9 issue of the Collegian. This story was produced as a class assignment for the A.Q. Miller School of Journalism and Mass Communications.

MAKING CHANGES

Reversing the declining population trends in rural Kansas is a challenging proposition. But Gov. Sam Brownback's administration is making an attempt.

The administration supported and won passage of a bill that provides economic incentives for relocating to select counties in Kansas. Those 50 rural counties have been designated as rural opportunity zones. The plan went into effect on July 1 and has two distinct approaches.

A person living outside of Kansas with a Kansas-based income of less than \$10,000 for at least five years can waive state

income taxes from 2012-2016 after relocating to a rural opportunity zone.

College graduates can have a portion of their student loan debts repaid for relocating to a rural opportunity zone. Beginning in 2012, graduates can have up to \$3,000 of their student loan debt repaid yearly for up to five years. The \$15,000 would be split between the state and the county. Both offers expire in 2016.

Jeannine Koranda, public information officer for the Kansas Department of Revenue, calls the incentives "another tool in the basket" for facilitating population growth.

"This is a way of ensuring that success is spread around the state," she said. "Our rural communities are important and we want them to succeed. To do that, people have to be living there."

To Kulcsar, quality of life is more important in attracting or maintaining a population.

"It is easier to keep people there rather than attracting new people," Kulcsar said. "The

key is building local capacity. Give the localities resources to figure out what their image is. Some may be able to come up with something to attract people."

"Our rural communities are important and we want them to succeed. To do that, people have to be living there."

Jeannine Koranda
public information officer,
Kansas Department of
Revenue

Bill Foster is emblematic of the struggles rural communities are facing in attracting new residents. The K-State junior and architectural engineering major is a native of Leawood, Kan. Even with student loan debt relief, he does not believe he would move to a rural area.

"I'm from a more populated

area," he said. "I have just really enjoyed it. Living in a big city is more interesting than living in a not as populated area."

The reverse is proving true for York. He currently works in Washington, D.C. as staff assistant and intern coordinator for U.S. Sen. Jerry Moran. Despite his earlier attitudes regarding Ashland, Kan., York has not ruled out a return to his hometown when the time is right.

"I would love to come back home and settle because Ashland is a great place to live and raise a family," he said. "It's certainly less stressful, less cramped and slower-paced than Washington, D.C."

The lack of consensus about appropriate fixes demonstrates the struggle legislators face in setting policy.

"These are not going to be overnight fixes," said Kulcsar. "You just cannot do that. You put some policy in place and you don't see results for three years."

A tale of two cities: Manhattan and Dighton

The geographic and eco-

nomic contrasts in Kansas have never been more distinct.

Venture east toward the Missouri border and the number of people increases. Likewise, the presence of economic development increases with each mile along Interstates 70 and 35. Green space might progressively vanish, but it seems to be of little concern to most people.

Head west into the heart of agricultural country and visibility increases for miles. Farmers tend vast tracts of land with an occasional house supplementing the barren landscape. For many western Kansas communities, growth is a foreign concept. Economic development is seemingly non-existent.

Dighton and Manhattan fit the respective molds established by their geographic locations. As a result, each community is facing a variety of different issues. Will Manhattan continue to exhibit strong growth trends? Will Dighton reverse declining population numbers and bring new businesses to the community? Only time will tell.

Check out pages 4, 5 and 6 in today's paper for

improve **U** Style
edition

Find out how to improve
yourself and where you
can do it!

Call

776-5577

PIZZA SHUTTLE DELIVERS

- ACROSS

1 Swedish pop quartet

5 Distant

8 Hairless

12 Skelton's Kadiddle-hopper

13 Brazilian resort city

14 Met melody

15 Big name in appli-ances

17 Ponce de —

18 34-Down's mate

19 Ex-GI

20 Entry form

21 Marry

22 Dine

23 Actor Fonda

26 Sanit workers' job

30 Hertz rival

31 Transmit electroni-cally

32 Shake-speare villain

33 Ruin
- 35 Build a wing

36 Peace (Lat.)

37 Mel of Coopers-town

38 — Buddies"

41 Pair

42 Insult (Sl.)

45 Opposed

46 Locate precisely

48 Tilt

49 Con-sumed

50 Walk the floor

51 Shoppers' mecca

52 Neither mate

53 Cabbage salad
- DOWN

1 Rue the run

2 Huff and puff

3 — noire

4 Pump up the volume

5 Cooked in a skillet

6 — Misbe-havin'"

7 Decay

8 Pen type

9 Vicinity

10 MGM mascot

11 Un-pleasantly moist

16 Finished

20 Vagrant

21 Cadets' place

22 Gender

23 Cushion

24 Leading lady?

25 — the season ..."

26 Shaft of light

27 Moving truck

28 Time of your life?

29 Bagel topper

31 "The Simpsons" network

34 See 18-Across

35 On

37 Title holder

38 Soothing ointment

39 Draftable

40 Celebrity

41 One of the Jackson 5

42 Rotary phone feature

43 Erstwhile Peruvian

44 Ratatouille, e.g.

46 Zero-star review

47 Chances, for short

Solution time: 21 mins.

O	R	G		P	I	C		N	A	T	O
R	O	A	N	A	M	I		O	D	I	N
I	A	G	O		R	U	G		N	E	M
G	R	A	N	D		S	A	G	A		
				A	I	M		R	E	G	I
A	M	A	L	G	A	M		L	E	B	O
T	A	L	C		D	A	M		N	E	N
O	R	L	O	N		R	E	L	A	X	E
M	E	S	H	E	D		W	A	R		
				O	W	E	N		P	I	L
A	B	E	L		L	O	G		A	I	D
M	I	N	I		A	V	A		N	O	I
A	C	D	C		Y	A	M		N	E	T

Yesterday's answer 9-13

1	2	3	4		5	6	7		8	9	10	11
12					13				14			
15					16				17			
18					19				20			
				21				22				
23	24	25				26				27	28	29
30						31			32			
33					34				35			
				36					37			
38	39	40				41			42	43	44	
45						46			47			
48						49			50			
51						52			53			

Logan's Run | By Erin Logan



LETTERS TO THE EDITOR

The Collegian welcomes your letters to the editor. They can be submitted by email to letters@spub.ksu.edu, or in person to Kedzie 116. Include your full name, year in school and major. Letters should be limited to 350 words. All submitted letters may be edited for length and clarity.

CORRECTIONS

If you see something that should be corrected or clarified, please call our editor-in-chief, Tim Schrag, at 785-532-6556, or email him at news@spub.ksu.edu.

kansas state collegian

The Kansas State Collegian, a student newspaper at Kansas State University, is published by Student Publications, Inc. It is published week-days during the school year and on Wednesdays during the summer. Periodical postage is paid at Manhattan, KS. POSTMASTER: Send address changes to Kedzie 103, Manhattan, KS 66506-7167. First copy free, additional copies 25 cents. [USPS 291 020] © Kansas State Collegian, 2011 All weather information courtesy of the National Weather Service. For up-to-date forecasts, visit nws.noaa.gov.

CONTACT US

DISPLAY ADS.....785-532-6560
adsales@spub.ksu.edu

CLASSIFIED ADS.....785-532-6555
classifieds@spub.ksu.edu

NEWSROOM.....785-532-6556
news@spub.ksu.edu

DELIVERY.....785-532-6555

EDITORIAL BOARD

Tim Schrag editor-in-chief	Karen Ingram coverage editor	Laura Thacker opinion editor
Caroline Sweeney managing editor	Monty Thompson sports editor	Lauren Gocken photo editor
Abby Belden managing copy editor	Mark Kern assistant sports editor	Holly Grannis social media editor
Skye LeSage design editor	Kelsey Castanon edge and features editor	Sarah Chalupa ad manager
		Steve Wolgast adviser

CORRECTION

There were errors in the Sept. 12 issue of the Collegian.

The quotes from page 3 were taken from the Sept. 12, 2001, issue of the Collegian, not Sept. 12, 2011.

Additionally, the infographic on page 3 regarding gas prices had the prices from 2001 and 2011 reversed.

The Collegian regrets these errors.

If you see something that should be corrected or clarified, please call Managing Editor Caroline Sweeney at 785-532-6556 or email news@spub.ksu.edu.

Ad It Up!

Talk with one of our advertising sales representatives by calling

785-532-6560

kansas state collegian

Aggieville safety on work session agenda

Jakki Thompson
staff writer

There will be a city commission work meeting tonight to discuss safety in Aggieville during such events as Fake Patty's Day. During the work session, commissioners will be discussing the problems of overcrowding and congestion in Aggieville during large events. They will also discuss what types of other punishments the businesses could face if they disregard the new regulations.

Another topic on the agenda is the airport passenger terminal plan. Commissioners will be updated on the progress of the project and the availability of federal funds to help finance the project.

The meeting is open to the public and will be held in City Hall at 7 p.m.

AstroTurf stolen from baseball field

Karen Ingram
coverage editor, interim news editor

A roll of AstroTurf that was to be used for renovating the baseball field was stolen. The K-State Athletics Department reported the AstroTurf was stolen some time between Aug. 25 and Sept. 6.

Capt. Don Stubbings of the K-State Police Department said the roll, when laid out flat, measured 86 feet long and 15 feet wide.

"It was very heavy," Stubbings said. "It would have taken several people to lift it."

Stubbings said the purpose of the theft remains a mystery and there are no suspects at this time. The AstroTurf was valued at \$5,000. The campus police asks that anyone with information please contact their investigation section at 785-532-6412. Anonymous tips can also be submitted on their Silent Witness website at ksu.edu/police/silent.

Check out the Religion Directory every Friday

KenKen | Medium

Use numbers 1-4 in each row and column without repeating. The numbers in each outlined area must combine to produce the target number in each area using the mathematical operation indicated.

6+			1-
3-		24*	
4+			2/
		2/	

1-		12*	
4	3-	11+	
2/			
	2-		

6*		3-	
4	2-	2/	1-
7+			
		1-	

got memories?

we do.

royal purple yearbook

103 kedzie hall

785-532-6555 • royalpurple.ksu.edu

CES Presents...

Walk-in Wednesday

Drop by to have your resume reviewed or to ask a quick question.

No appointment necessary.

★ 12 pm to 4 pm

★ Holtz Hall

Career Closet

Save your green and go green. Check out our closet of gently used professional attire for upcoming career fairs and interviews. Men and women, all sizes. Shop for free but donations accepted with all proceeds benefiting the Manhattan Emergency Shelter.

★ Wed. Sept. 14, 12-4 pm

★ Holtz Hall

★ Thurs. Sept. 15, 12-3 pm

★ Holtz Hall

★ Fri. Sept. 16, 11 am-2 pm

★ Holtz Hall

Business & Engineering Mock Interviews

Schedule a practice interview with a visiting employer. Activate and update your CES account at www.ksu.edu/ces to sign up.

Sign up ends Wed. Sept. 14.

★ Mon. Sept. 19

★ Alumni Center

Guiding You from College to Career

• Career & Employment Services • 100 Holtz Hall • (785) 532-6506
• ces@k-state.edu • www.k-state.edu/ces

YEARBOOK

Now and Forever

It's all about you.



FREE portraits this month for the 2012 Royal Purple yearbook

visit royalpurple.ksu.edu for times and locations

Liberal broadcasting calls for realistic parenting



Jillian Aramowicz

There are plenty of reasons for parents to freak out as broadcasting becomes increasingly liberal. Teen-agers dress in skimpier clothing, supermodel figures become thinner and less attainable than ever before, and the sexualization of characters in reality programs, sitcoms and even cartoons can be a bit daunting.

One must admit that no matter how much wholesome entertainment we try to scrape into our children's mental diets, they will still see plenty of adult material long before they are actually adults. For anyone like me, who turned on HBO at 2 a.m. as a child and promptly screamed, I'm talking to you.

I am not going to write a long spiel about how we need better censorship or stimulating programming, unless it takes the place of "Jersey Shore," and then I really do not care if the timeslot is filled with anything from Lawrence Welk to the Teletubbies. I would feel smarter after watching that, anyway. I believe the focus should be geared more toward the parents or other responsible parties bringing delicate subjects into a mature light, rather than either having them censored or trying to avoid them.

Let's face it. Whether you tell them about it or not, kids are going to learn about sex, drugs and alcohol from some source at some point and television happens to be extremely accessible. We might as well educate them about it realistically.

The number of sex scenes on television doubled from 1998 to 2005, according to a 2005 study conducted by the Kaiser Family Foundation and published by Rob Graham and Sarah Williams Kingsley. The study also found that 70 percent of the shows surveyed — which included all programming except for news, sports and children's shows — had

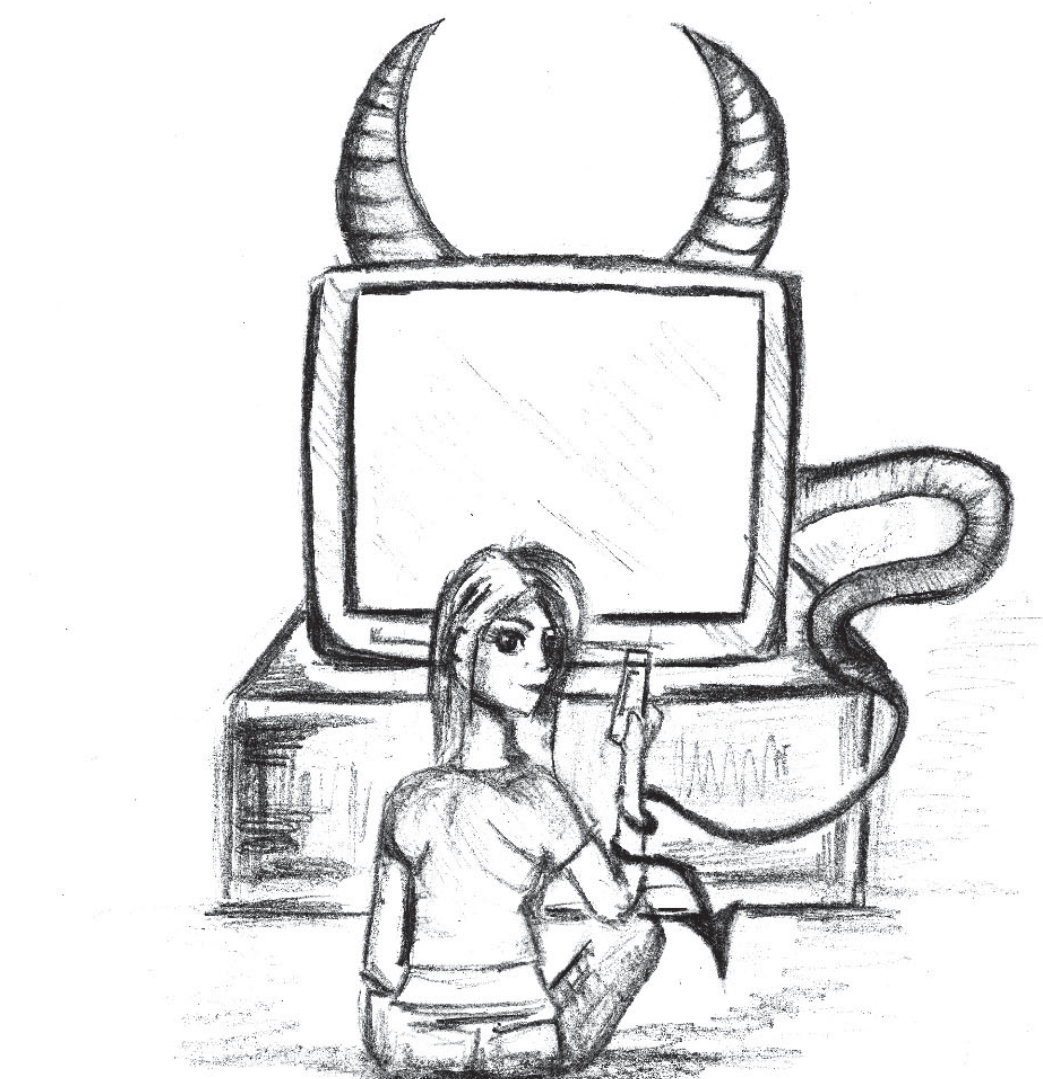


Illustration by Jillian Aramowicz

some sexual content. Additionally, the average number of sex scenes was five per hour, which is a significant amount of gratuitous content, especially for a nation that spends an amazing amount of time parked in front of the TV.

Obviously, you cannot simply halt the spread of explicit content on television because you are worried about your kids seeing it. Honestly, I do not believe that is a good solution, even if it were possible. As mentioned previously, what I think should happen is that whenever sit-

coms, dramas, reality programs or Internet outlets incorporate mature themes, those same themes should be fair game for discussion amongst parents and their children.

If I was a parent and my young teenager was tuning in to a show that had plenty of booze, sex or drugs, I would let them watch it. I would just make it very clear that if they are going to watch shows that have risque content, then all conversations about the subject matter between my child and me will be very honest and open in my house-

hold, as well.

Trying to keep young people from seeing things they probably shouldn't at certain ages is simply not going to be effective. If a 13-year-old girl was a die-hard fan of some reality program that incorporated lurid content, I would say she could watch it.

But if I tell her I want to have "the talk," then she better sit down and listen to it with a smile. If you're old enough to watch it on TV, you're

TV | pg. 6

TO THE POINT

AstroTurf theft wastes athletic dept. resources

To the point is an editorial selected and debated by the editorial board and written after a majority opinion is formed. This is the Collegian's official opinion.

To whoever stole the AstroTurf from the baseball field, the editors of the Collegian have this to say: Hey, stupid. You just cost the athletic department five grand.

Why on Earth would you steal AstroTurf, anyway? Are you trying to make some broad social statement about sports? Did you do it to show the world your intolerance of baseball because you suck at it and couldn't make the team? Did you do it to recarpet your entire apartment, build a fuzzy igloo and a fancy float for the Homecoming parade? Or did you do it because you and five of your equally impulsive friends were drunk and roaming the streets of Manhattan in the fancy SUV that daddy bought you?

In the end, it really doesn't matter what your lame excuse is. Stealing is wrong, whether it was just supposed to be a funny prank or not. Something else you should consider is just how much trouble you could get yourself into. Five grand is a lot of money. You could be charged with a felony if you get caught.

A record like that could screw you up for life. You could get kicked out of school, lose your ability to get financial aid, get slapped with a huge fine and gain a new friend that nobody wants around — a parole officer. This could affect you for the rest of your life. People will look at your record and decide not to hire you because nobody wants a thief working in their company.

Do yourself a favor and return the roll of AstroTurf before one of your equally stupid friends turns you in by bragging about it on Twitter.

K-State officials miss once-in-a-lifetime viral marketing opportunity



Mary Renee Shirk

Once I got over the sting of embarrassment, the fear set in. K-State had created a nation-wide mascot sensation, killed her off and successfully hid the body.

How am I supposed to trust K-State to tell me the truth about crime statistics, NCAA rules or the National Bio and Agro-Defense Facility when they can't deal with the heat over an unfortunately dressed mascot?

EcoKat, according to a story released Aug. 22 by K-State Communications and Marketing, was going to "show the community how to be more environmentally conscious through appearances, promotional events and a series of online Webisodes. The videos — to be available in late August — and corresponding website can be found at k-state.edu/ecokat."

Those videos are gone. Any mention of EcoKat on K-State's website is gone. The K-State senior who played the role of EcoKat is alive and

well, but out of a job.

According to the Collegian, Jeff Morris, vice president for communications and marketing, said the decision to remove EcoKat from the page was made due to the nature of the tweets and comments being made about her, adding that the recent scrutiny of EcoKat has detracted from her goal to promote K-State in the Take Charge Challenge.

Except for the webpage listing the places K-State has been mentioned in the media. Thanks to EcoKat, K-State was talked about by the Huffington Post (via the Kansas City Star), Fox News, the Washington Monthly, The Blaze, Pitch Weekly, The College Fix, Sports Illustrated, ESPN, The PJ Tatler and the Emporia Gazette.

On Aug. 31, EcoKat became an internet sensation — #ecokat was trending nationwide on Twitter, national sports radio shows were talking about "K-State's crusader of conservation" and regional newspapers were jumping on the story of the "fanatic of fluorescent light bulbs" for evening web updates and morning print editions.

But did K-State officials rejoice at becoming a viral marketer's dream? No. Within hours of the Twitter trend, K-State removed the news re-

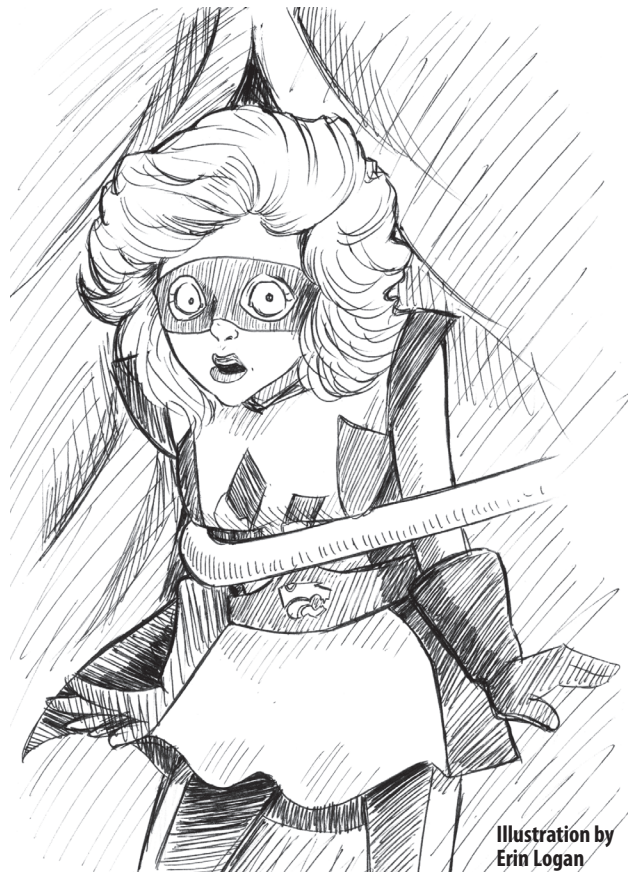


Illustration by Erin Logan

lease about EcoKat from the website. By the next morning, the videos were gone and all mention of EcoKat was miss-

ing. Rumor had it that a parent of a current student called the president and said if EcoKat

didn't go away, they were going to come and pull their student from K-State. Really? Fine, please come pick up your kid. We don't want you or them here. You're flipping out about a mascot.

Some of the coverage was positive. The Pitch in Kansas City pointed out that K-State was the only public university in Kansas to make the Princeton Review's "Guide to Green Colleges" in 2011 in their story, "K-State introduces EcoKat, a human-cat hybrid that will save the planet." The EcoKat video is still up at the Pitch website, if you're interested.

But yeah, most of it was not positive.

There are a few lessons to be learned here.

No. 1: If you are going to try and roll out a cool mascot, then you have to know how to be cool. Why not roll this into a Web Redemption on Tosh.0?

And Mr. Morris, I want to give you a bit of reading from the Harvard Business Review, May 2007. It's an article titled "Viral Marketing for the Real World" by Duncan J. Watts and Jonah Peretti.

The article talks about how hard it is to get a message to go viral and how incredibly successful viral marketing is.

"Reliably designing messages to exhibit viral prop-

erties is extremely difficult, it turns out, as is predicting which particular individuals will be responsible for spreading them," the article claims.

"The standard viral-marketing model is based on an analogy with the spread of infectious disease. ... There is an important flaw in the epidemic analogy, however: Companies, unlike diseases, can use standard advertising methods to create potentially enormous seeds. ... By providing social-sharing tools that are easy to use, moreover, marketers can reliably increase the reproduction rate of their message."

So at this point, since it's Harvard, they do some serious math that pretty much works out to this: companies can spread information faster than a disease can spread.

K-State officials not only wasted this once-in-a-lifetime viral marketing opportunity, but they have also proved you shouldn't trust them with information or disease.

If K-State is really going to be one of the nation's top-50 public research universities, we have to learn to play the marketing game a lot better.

Mary Renee Shirk is a graduate student in journalism. Please send all comments to opinion@spub.ksu.edu.



GENUINE MUSIC
IN A GENUINE TOWN
WITH A NO-NONSENSE APPROACH
CHEERS!
MUSIC FEST .com
Dickson Productions
JANUARY 5-10, 2012
BigSkiTrip.com

O'Malley's ALLEY
1210 MORO | 785-537-0775
CHAPPIE LIVE ON THE PATIO
\$2 ALL DRINKS, PREMIUMS, CALLS, DRAWS, & SHOTS
\$3⁵⁰ BELFAST & ENERGY BOMBS
FREE POOL!
NOW HIRING

PEOPLE'S GROCERY COOPERATIVE
9am - 8pm daily
(785) 539-4811
New Location! 1620 Fort Riley Blvd
Visit online for monthly member specials
peoplesgrocery.biz
Local • Deli • Natural • Dairy • Organic • Vitamins • Fresh produce

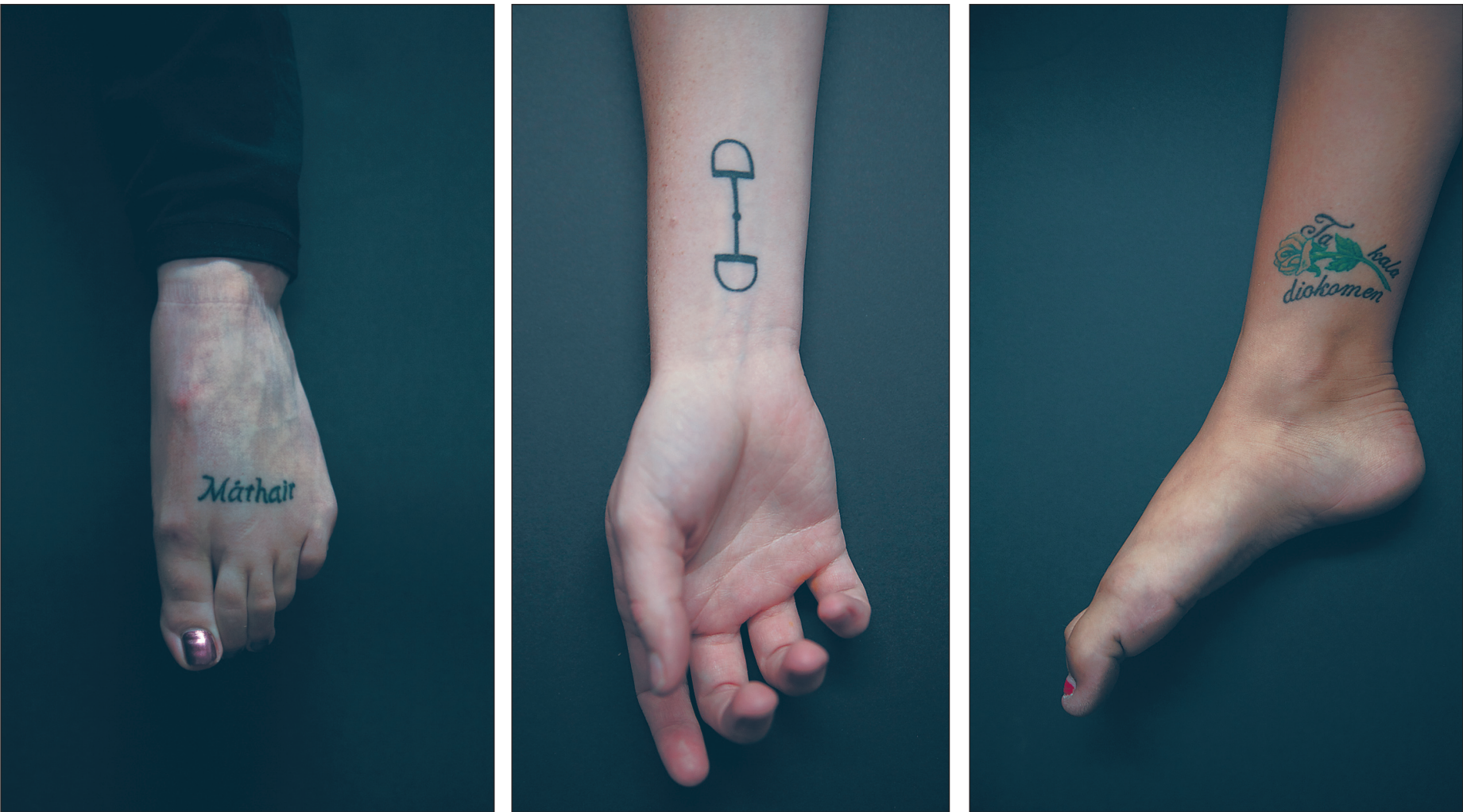
The Office of Student Activities and Services offers:
Free Consumer & Tenant Advice

The Consumer and Tenant Affairs Office provides information on landlord/tenant rights and responsibilities and aids in the resolution of consumer complaints regarding products and/or services. Brochures regarding landlord/tenant and consumer issues are also available.
Consumer and Tenant Affairs Office
Appointments Available Daily
Call 532-6541 to make an appointment.

UPC ALL MEETING
• Plan campus events • Gain leadership skills • Make a difference
5:30 pm • Tuesday, Sept. 13
Free Food • Union Station
Ground Floor, K-State Student Union, in Salsarita's
WHAT ARE YOU DOING TONIGHT?
COME JOIN UPC!

LEAVING OUR MARK... ONE EVENT AT A TIME.
UNION PROGRAM COUNCIL
785-532-6571
union.k-state.edu
k-state.edu/upc
twitter.com/kstateUPC
facebook.com/kstateUPC


SKIN DEEP

The changing view of tattoos: how ink affects image in 2011



Caroline Sweeney, senior in English literature, has Mathair, which means mother in Gaelic, tattooed on her left foot. **Sweeney** also has a D-ring snaffle bit, a first-level training bit for horses, tattooed on her inner wrist. **Danielle Worthen**, senior in advertising, has “Ta kala diokomen,” which means “let us strive for that which is honorable, beautiful and highest,” tattooed on her right ankle.

Summer Phillips
staff writer

More and more people are getting inked, seemingly by the day, as previous attitudes toward tattoos are changing.

Kristie Kruss, sophomore in family studies and human services, has had nine tattoos done over the span of 12 years, and admitted that she would consider getting more. However, she said it is of critical importance that each tattoo has a very specific meaning.

“I don’t believe in putting something on myself that I don’t want to look at,” Kruss said.

Be warned, however: the general consensus is that having visible tattoos can affect a person’s image. There are places for tattoos that are more easily concealed — backs, hips,

etc. The harder places to conceal tattoos are wrists, necks, forearms, ankles — in the summer, especially — and of course, the face. If you plan on getting a tattoo in a visible location, keep in mind that everyone can see it: grandmothers, children, potential employers and parents.

Morgan Peelen, senior in social science, has zero tattoos and a word of caution. She said the effects of visible tattoos on a person’s image are prevalent, “especially professionally.”

There are myriad reasons to get a tattoo. A person can get a tattoo in remembrance in of a lost loved one. People can get a tattoo in celebration of their freedom. They can get a tattoo to symbolize their friendship with others. People even get tattoos to fit in or just because it’s the cool thing to do. Whatever the reason, a tattoo can say a lot about an individ-

“Earlier in the past century, tattoos were for rough men with rough jobs or on the seedier side of the law, and some ‘ladies of the night’ had them as well — not well-to-do, well-respected citizens. ... The image of the tattoo has evolved completely and has turned into a fashion trend and widely accepted aspect of life.”

Victoria Tillson
senior in fine arts

ual. A.J. Steinle, senior in geography, said tattoos tell a person’s story.

Peelen agreed, saying that tattoos can provide insight into a person’s culture, faith and personality in general.

Kruss said a person’s tattoos could say anything about them “from their deepest feelings to their deepest fears.”

Tattoos seem to be spreading among the stereotypes; there is no longer such a stigma that they are only seen on less-than-upstanding people.

“Earlier in the past century, tattoos were for rough men with rough jobs or on the seedier side of the law and some ‘ladies of the night’ had them as well — not well-to-do, well-respected citizens,” said Victoria Tillson, senior in fine arts.

She also said different varieties

of people have them now, such as mothers, grandparents and excellent students.

According to Peelen, younger people are getting more tattoos these days, and for less meaningful reasons. Kruss holds to the idea that tattoos are less of a taboo subject than they used to be.

“The image of the tattoo has evolved completely and has turned into a fashion trend and a widely accepted aspect of life,” Tillson said.

Of course, as trends spread, so do businesses that cater to those trends. In Manhattan, a number of individual tattoo shops serve the local community. These include Stray Cat Tattoo, located at 1130 Laramie St.; Twisted Apple Tattoo, at 622 N. Manhattan Ave.; and the newest addition, Syndicate Tattoo LLC, located at 423 Poyntz Ave.

WWW.kstatecollegian.com

AGGIE HAIR SHAPERS

1220 Moro, Aggieville • Open Tues - Sat • www.aggiehairshapers.com
Call Now To Book Appt.
785-776-3600

•Women’s Cut: \$28-40

•Men’s Cut: \$16

•Deep Conditioner: \$20

•Brazilian Blowout: call

•Full Highlight/ Lowlite: \$68-78

•No Charge for 2nd Color

•Partial Highlight: \$48

•Color: \$50-60

•Color w/ Highlight: \$78

•Lip Wax: \$10

•Eyebrow Wax: \$12

•Wax Combo: \$15

•Men’s Cuts: Buy 4 Get 1 Free

•Ombre’s Color, All the RAGE for Fall

Borck Brothers

FINE APPAREL FOR MEN

Distinctive Brands

Professional Service

interview suit specialists

Grooming is a must and needs to be done,
but it's still the suit that makes the man

Manhattan’s exclusive location for
Southern Tide Apparel

Voted Manhattan’s number one formal wear store

331 Southwind Place - Seth Child Commons
Manhattan ... www.borckbrothers.com
785-537-8636 ... M-Fri 9:30-6 Sat 9:30-5

Find us on Facebook

Rings

Jewelry

Vera Bradley

Clothing

Ann & A Lee's

2 miles W of Football Std.
Corner of Kimball & Vanesta Dr.
3905 Vanesta Dr. St. C
785-320-2320

Male perspective on women’s fashion: confidence looks good



Austin Enns

Ladies, other women will judge your appearance far harsher than any guy will. They know how to find the flaws in your appearance because they are familiar with the same issues and insecurities. Most guys are less picky, or at least are not sure why girls look the way they do. We might say those shorts don't look right

on you, but a girl will say they don't look right because you have stubby legs.

That said, I was asked to provide a guy's perspective on women's fashion. While I do not speak for all of the uglier sex, I think I can provide an opinion that many guys could agree with, and I can do it while avoiding the true cliché that "beauty is on the inside."

First and foremost, do not, and I repeat, do not wear too much makeup. If we notice you are wearing makeup, it is probably too much. This is something guys definitely pay attention to, and we often take it as a sign of insecurity. Personally, I think it is cool if a girl feels confident enough to go without makeup

at all. Makeup is meant to enhance the face, not distract from it.

Looking good is 90 percent confidence, and if you feel comfortable with your appearance, you will look better. If you have to constantly pull up a shirt or pull down some short-shorts, you are probably not going to look sexy. Self-consciousness isn't attractive. Many of the most attractive girls I have seen on campus were rocking athletic shorts and a T-shirt, and that is not because only "hot-ties" dress athletically. Instead, it seems that girls who wear athletic shorts do not care about other people's opinions, which makes them better looking.

On the other hand, dress

appropriately for your body. If you have a ghetto booty, please do not wear short shorts. If you have large boobs, please cover them. Guys will treat you respectfully if you demand it, and that starts with how you dress.

I know, guys should offer you respect no matter what clothes you wear, but that doesn't happen in the real world. Guys are all too happy to objectify women and ignore their intangible qualities. In other words, it is much easier to focus on what a woman is saying if she is not wearing a bikini. Before any women raise a fuss about that statement, I would like to point out that it is easier for women to focus on what guys say if we wear shirts.

There is a reason humans are not all nudists.

Since I was asked to talk about fashion, though, I have a couple other nuggets of wisdom. Complicated fashion confuses us. If you have a beret, high heels, a baggy shirt and weird colored jeans on, we are too confounded to figure out whether we like it or not. We understand baseball hats; we do not see the point of a fedora unless you happen to be in the mafia. If you put too much effort into appearing original, you are either going to look like somebody who does not know how to dress, or somebody who thinks money is a good substitute for creativity. The latter reason is why sorority girls and

guys at bars dress identically.

I think I can sum up this whole article with one idea: don't try too hard to look hot. Some guy thinks you're beautiful — go find him. You may have a physical attribute that you think is atrocious, but I guarantee there is somebody who thinks it is sexy. Even better, don't try to look nice to attract a guy. Try to look nice for your own happiness and to show everybody else that you are grown up and should be taken seriously. Our opinion only matters if you think it does.

Austin Enns is a senior in history and economics. Please send all comments to opinion@pub.ksu.edu.

‘Trend chasers’ predict future fads

Emily Henderson
staff writer

From flapper dresses in the 1920s to the now-popular rompers, fashion is constantly changing, but who decides what is popular and what is not?

The people who predict future styles in fashion are called fashion forecasters, sometimes referred to as "trend chasers."

"(Fashion forecasting) is the process of anticipating future developments by watching for signals of change in current situations and events and applying the forecasting frameworks to predict possible outcomes," wrote Evelyn Brannon in her book, "Fashion Forecasting: Research, Analysis, and Presentation."

"Forecasting as a career focuses on business creativity, and some persons build on their knowledge of fashion with an insider's view of color, textiles or styles," said Bertha Jenkins, graduate in human ecology.

The fashion forecasting business has a wide variety of employees.

"It is not magic that is practiced by a few talented people, it is a creative process that can be understood, practiced and applied by anyone who has been taught the tools that are needed," Jenkins said.

Forecasting is not just about trying to be a clothing psychic; forecasters must pay close attention to what is going on in the world and try to figure out how it will affect the clothing industry.

"Since fashion reflects the times in which it is worn, choosing styles and trends that will be accepted in the future involve a constant reflection on changing cultural, political, social and economic events," said Alexandra Lathrop, senior in apparel and textile design.

"Since fashion reflects the times in which it is worn, choosing styles and trends that will be accepted in the future involve a constant reflection on changing cultural, political, social and economic events."

Alexandra Lathrop
senior in apparel and textiles

In Brannon's book, she refers to seven tools and techniques that assist in creating a forecast:

1. Identify the basic facts about the past trends and forecasts
2. Determine the causes of change in the past
3. Determine the difference

between the past forecasts and actual behavior

4. Determine the factors likely to affect trends in the future
5. Apply the tools and techniques by paying attention to current issues of accuracy and reliability
6. Follow the forecast continually to determine reasons for specific deviations from what you would expect
7. Revise the forecast if or when necessary

Forecasters play a vital role in the lives of everyone in the fashion industry. Forecasts are needed in order to predict what customers will want and are willing to spend money on.

Jenkins said her resume includes experience with assistant buying, store managing for The Limited and interning with Maars Brothers. While working with various companies in various positions, she said she learned that without forecasters to inform companies of current fashion trends, retailers, designers, buyers and store owners would be at a disadvantage and could hurt sales, profits and their customers.

Fashion comes from all over the world and there are forecasters out there watching what people are wearing in all types of situations.

"As you walk the campus, look around," Jenkins said. "Someone is setting a new trend at this very moment."

Campus clothing choices important



Jakki Thompson

Walking around campus, you might see hundreds of people on a daily basis. In high school, it was easy to wake up a little bit earlier to put on make up, do your hair and put on nice clothing. In college, this routine could be a little more difficult.

When in college, it's all about the hustle and bustle of getting from one class to the next with a heavy backpack or purse. To be in college and to look nice are probably two of the hardest things to think about in one sentence on any particular day. Most people strutting around the K-State campus show their love for their school by wearing T-shirts and sweatpants or shorts. But is it really that difficult to put on something other than a T-shirt and shorts every day?

Sure, you could look at me and say I am not the most fashion-friendly person or someone who really cares about her looks. But in all reality, I do. I care a lot about how I look. I have only gone

to school once in sweatpants in my entire education history. I do not justify laziness as a reason to not look good.

I am not bashing on the people who wear shorts and T-shirts everyday. Most people would agree that comfort takes precedence over convention. Some people might feel uncomfortable in clothing that would be considered business professional. But when it comes down to it, there needs to be a limit on how comfortable is too comfortable.

Seeing girls who have their hair done well and a full face of makeup on makes me expect them to have on some nice clothing; instead, I see clothing that looks like they just rolled out of bed. This is something I don't understand. If you have time to put your hair up and put makeup on, there is no excuse for your clothing to ruin the entire ensemble.

People who dress fashionably every day are people I wish I could take some advice from, such as men wearing suits around campus, whether it is for purpose or pleasure, and women who are wearing clothing that fits the norm of what is in this season, such as color blocking and scarves now that it is after Labor Day.

All of our lives we have been told that it doesn't

matter what you look like on the outside because people will like you for who you are on the inside. Well, we are now in the real world and first impressions matter. I have a lot of visible tattooing and I am judged constantly for it. That is why I have to care even more about what I wear and how I look.

How do we solve this problem of looking good in college? Time management and the ability to care is what it comes down to. I don't look nice for other people; I look nice for the sake of showing that I care about my appearance.

In my personal opinion, when faced with the ability to choose whether or not to look good, you should always choose to look good.

Instead of wearing a T-shirt and shorts, throw on a dress. Instead of wearing sweatpants, put on some dress pants or nice jeans. The temperatures have decreased a lot in the last few days, allowing students to wear sweatshirts and feeling the need to bundle up, but these are the perfect opportunities for you to dress up rather than dress down.

Jakki Thompson is a freshman in journalism and mass communications. Please send comments to edge@pub.ksu.edu.

CAMPUS

Hair Styling Barbershop

\$12 haircuts

785-537-3234 Call Now to book an appointment 1206 Moro

www.campushairstyling.com

shout outs

Where can you Shout Out in your resident hall and not disturb your roommate?

The K-State Collegian Classifieds

Log on to kstatecollegian.com or kstatemediamedia.com

Stop by Kedzie 103 20 word limit Free with student ID

Stay updated with

K-STATE FOOTBALL

Check out our gameday edition every Friday!

Now Open!

New, Rescued, and Repurposed Home Furnishings & Decor

Purses, Jewelry & Accessories

Lazee & Days

RHINESTONES

8095 E. HWY 24 Manhattan, KS 66502

785.587.8631

Tue.-Thur.-Fri. - 10-6, Wed. & Sat. - 10-3

f

gear for your lifestyle

THE NORTH FACE

The PATHFINDER

OUTDOOR EQUIPMENT SPECIALISTS

304 Poyntz, Downtown 785-539-5639

www.thepathfinder.net

Need gift ideas?

You can buy the photos you see in the Collegian.

kansas state collegian

www.k-statecollegian.com

top \$26

hot LA trends - under \$40

Envy

Aggieville - 1233 Moro

M-S 10-6 P Fri 'til 8 E Sat 10-6 N Sun 12-5

WHOLESALE BEAUTY CLUB

We carry the best variety of professional hair products in town!

EVERY TUESDAY

Receive 20% off your retail purchase (must show K-State ID)

Redken, Moroccanoil, Paul Mitchell, Matrix, Pureology, CHI, OPI, Kenra & many more

CLUB Beauty Salon

Specializing in:

•Women/Men's Haircuts •Ethnic Haircare & Styling •Hair Coloring •Body Waxing

SCHEDULE YOUR APPOINTMENT TODAY! ASK FOR TASHA HALL OR ERIN MONTGOMERY

409 Poyntz 539-5999

Local boutiques offer exclusive fashion

Kelly Skehen
staff writer

Ready. Set. Shop. Aggieville's affordable and diverse boutiques have something for everyone.

"You get a lot more for your buck. Everything in the store is under \$40," said Lindsey Warta, manager of Envy.

Right now at Envy, located on Moro Street, T-shirts and camis are on sale, two for \$10. The store has independent buyers in Los Angeles who select the hottest trends for the season.

"We've gotten in lots of yoga pants with a bright band. They're perfect to tuck a cami into and throw a cardigan over. If you are lounging or going to run errands, you can still be comfortable and have style," Warta said.

Other LA trends that are making their way over to the Little Apple are shorter jackets, combat boots, bold fall-colored solids, florals, cheetah

and abstract prints, and black and brown together.

Warta said Envy only gets six of each item — two of each size. This limits the chances of everyone on campus having the same piece of clothing. Weekly shipments keep the merchandise new and updated.

"We are so close to campus that you can run here in between classes, pick up an outfit then run back to class," Warta said. "Our regular customers are very loyal. We get new people in by word of mouth."

If looking for a hippie eclectic vibe, Rockstar and Rogers Clothing and Costume is another great boutique to hit up.

After being greeted by the scent of incense burning; the variety of stock may be a bit overwhelming. The store has everything from Halloween costumes to prom dresses.

"We try and get fun funky stuff that no one else will have and bring that fun stuff to Manhattan," said Rebecca Craig, co-owner of Rockstar

and Rogers.

She added that Rockstar and Rogers is a secondhand store; it purchases brand-name clothing and sells it for a good deal.

"We basically take one person's trash and turn it into another's treasure," Craig said. "If someone has 10 items in their closet they never wear, they can bring it in here, sell it, and then find two or three pieces they absolutely love."

After being in business for eight years, Craig said they have learned what sells and what doesn't. She said she only buys things she thinks will sell quickly.

Along with the secondhand clothing, all of the jewelry, sunglasses and some bags are new.

Toward the back of the store there is home decor, posters, candles and clocks. The front has purses, shoes and books. Halloween costumes line the walls. The middle of the store holds everything in between.

Even if nothing catches the eye, clothing is always being

accepted for resale.

Craig said they are opening a new store on Poyntz Avenue called Little Apple Costume Boutique, just in time for Halloween.

There are also other stores away from Aggieville that have attracted local customers. Kieu's, located on Poyntz by the mall, is also an affordable option. They have anything from T-shirts to outfits for going out.

"I love the unique styles and the amazing sales," said Katy Provenzano, sophomore in elementary education.

The newly opened store Bling is also near the mall.

"(Bling has) really cool accessories and up-to-date fashion, as well as trendy K-State wear," said Sierra Davila, freshman in psychology.

Manhattan has a variety of shops with something for everyone. If it's time for some new pieces in your wardrobe, go peek in and see what these little boutiques have to offer.

TV | Children deserve frank dialogue on sex

Continued from page 3

old enough to talk about it like an adult.

If my son had questions about sex, porn or anything accessible to young men and women through media outlets, I would sugarcoat nothing. You can either water things down and do a basic repeat of the whole, "use a condom, wait until you're in love" spiel, or you can be open, frank and clear about what is normal, healthy and appropriate.

Unfortunately, what we see on television is extremely powerful, and survey statistics indicate that adults may not be doing enough to educate their children. According to a December 2009 article, "Parents' Sex Talk with Kids: Too Little, Too Late" by Alice Park from the online

edition of Time Magazine, 40 percent of adolescents have already had sex by the time their parents get around to informing them about safety, STDs and contraception. If a responsible, trusted adult is waiting to talk to their kids, then where are they getting their advice and information? Talk to your children before porn sites do.

It is impossible to drown out all the negative influences that young adults see and hear every day, so avoiding the subject or trying to prevent it from reaching the ears of America's youth is ineffective. By being honest about the reality of these difficult subjects, we will be doing our young adult population a much greater favor.

Jillian Aramowicz is a senior in advertising. Please send all comments to opinion@spub.ksu.edu.

sports

NFL week 1 recap: after 4-month lockout, season takes shape

Sean Frye
staff writer

After an uneasy summer that included a lockout, the National Football League went back into action last week with its first week of regular season games.

New Orleans Saints vs. Green Bay Packers

The Packers proved they are ready to put up a serious defense of their Super Bowl title on Thursday, as they beat the Saints 42-34. It came down to a goal-line stand on the final drive of the game to prevent the Saints from coming back after being down early 21-7, but the Packers were extremely impressive. Two former K-State Wildcats scored touchdowns in the game, as Darren Sproles for the Saints returned a punt for six and Jordy Nelson caught a touchdown grab from reigning Super Bowl MVP Aaron Rodgers. Rodgers was also

magnificent, throwing for three touchdowns and 312 yards.

Pittsburgh Steelers vs. Baltimore Ravens

While the reigning NFC champions won their first game, the Steelers dropped a dud of a performance against the Ravens, their archrivals and the team they faced in the AFC Championship game last year.

The Ravens took an early 14-0 lead and never looked back, taking the game by a score of 35-7. The legendary defense of the Ravens forced a team-record seven turnovers and quarterback Joe Flacco had three touchdown passes. Ray Rice added 107 yards rushing to provide a balanced offensive attack for a team that looks to make a Super Bowl run.

Indianapolis Colts vs. Houston Texans

While many feared the worst following the news that the Colts

may be without quarterback Peyton Manning for the majority of the season, if not the entire season, nobody expected the Colts to take a 34-7 beating at the hands of the Texans on opening weekend.

The Texans dominated the game on all fronts. They led 34-0 by halftime and the Colts got their only score in cleanup time in the fourth quarter. Quarterback Matt Schaub of the Texans threw for 220 yards and a touchdown, and wideout Andre Johnson hauled in 95 receiving yards and a score.

Buffalo Bills vs. Kansas City Chiefs

Coming off an AFC West title, the Chiefs went into Sunday's matchup looking to build upon their newfound success. Getting blown out 41-7 at Arrowhead Stadium against the Bills, who went 4-12 last year, is not exactly the right way to do so.

Bills quarterback Ryan Fitzpatrick threw for four touchdowns and the Bills shut down the Chiefs offense, which was one of the league's best last year. Running back Fred Jackson added 112 yards on the ground for the Bills, as they gave the Chiefs their second-worst home loss ever, the first being a 45-0 shutout 35 years ago at the hands of the Steelers. To make matters worse, it was announced that starting safety Eric Berry of the Chiefs, who sustained an injury in the first quarter, will miss the remainder of the season with a torn ACL.

Philadelphia Eagles vs. St. Louis Rams

Reigning NFC MVP Michael Vick went right back to work Sunday for the Eagles, as he threw for 187 yards and two touchdowns and added 97 yards on the ground to help lead the Eagles to a 31-13 win over the Rams.

Rams quarterback Sam Bradford and running back Steven Jackson left the game with injuries, leaving the Rams depleted throughout the majority of the game. DeSean Jackson had an impressive game receiving for the Eagles, hauling in six catches for 102 yards.

Carolina Panthers vs. Arizona Cardinals

This year's No. 1 overall draft pick Cameron Newton had 422 yards passing, the most for any NFL rookie in history in his opener, and threw for two touchdowns on the same field where he won a BCS title in January. It came in a loss, as a resilient Cardinals team won the game 28-21. The Panthers had a late drive into the red zone but failed to score. Quarterback Kevin Kolb had 309 yards passing and two touchdowns. Steve Smith of the Panthers had an amazing day receiving, grabbing eight passes for

178 yards and two scores.

Dallas Cowboys vs. New York Jets

A whopping 50-yard field goal by Nick Folk sealed a thrilling 27-24 comeback victory for the Jets on Sunday night in arguably the most exciting game of the opening weekend. Cowboys quarterback Tony Romo, who had been excellent all game long, threw an interception with 59 seconds to go to Darrelle Revis, who returned the ball to the Cowboys' 34-yard line. Mark Sanchez threw for 335 yards and two touchdowns for the Jets, and Plaxico Burress had four catches for 72 yards and a score in his return to football following a two-year stay in prison for gun charges.

For more game recaps
See www.kstatecollegian.com

GAMEDAY Edition

Every Friday this Fall

To advertise call 785.532.6560 or
e-mail adsales@spub.ksu.edu



Got a

NewsTip

or

Story Idea?

Call 785-532-6556

or e-mail: collegian@spub.ksu.edu

Every NEW Customer
Receives 10% Off
Purchase of \$40!

"Like" our Facebook page to
be entered to win a free gift!

Jeans Dresses Jewelry
Handbags Tunics
Shoes

Shop
Daisy

312 Tuttle Creek Blvd, Suite C
(Next to Forever 21 Nails)
785-539-9997



BACK TO SCHOOL
SALE

Thru Sept. 31st


20% off Jeans
20% off Shirts
15% off Boots
10% off
Accessories

Lee's Western Wear

8426 E. Hwy 24 • 785-776-6715
Next to
Manhattan Commission Co.
& Sale Barn Cafe

M-W: 10-5
TH-F: 10-6
Sat: 10-4
Sun: 1-4

Since
1976



We are on location this week
in NYC for
Fashion Week!

NEW
Guest Hair Cuts starting at: \$27

NEW
Guest 60 min. Facials starting at: \$65

All New Guests receive a
FREE gift value at \$15

Follow us on Facebook for daily and weekly offerings
to celebrate Fashion Week LIVE!

GAIA SALON SPA

785.539.2622 www.gaiasalon.com

421 Poyntz Ave. facebook.com/gaia.salonspa

Follow live footage on our blog: <http://gaiasalonspablogspot.com>

K-STATE SPORTS BLOG

For info that doesn't make the sports page.

kstatecollegian.com/blogs



"Real Options, Real Help, Real Hope"
Free pregnancy testing
Totally confidential service
Same day results
Call for appointment
 Across from campus in Anderson Village
 Mon.-Fri. 9 a.m.-5 p.m.

- Look for career, intern and co-op positions
- Ask employers about next day interviews
- Bring multiple copies of your resume
- Dress professionally
- Union/Bramlage shuttle runs 10:45AM to 4:00PM or park free in WEST Sports Complex parking lot

Enter NORTHWEST doors next to Cats Closet
BRING K-STATE ID TO REGISTER



11:00AM - 4:00PM Bramlage Coliseum

Tuesday, September 20

21ST CENTURY EQUIPMENT LLC
ADM - ARCHER DANIELS MIDLAND
AEROFLEX INC
AFFILIATED ENGINEERS INC (AEI)
AFFINIS CORP
AG PROCESSING INC (AGP)
AG VALLEY CO-OP
AGCO CORPORATION
AGRELIANT GENETICS
AGRIGOLD
AIR NATIONAL GUARD
ALBERICI CONSTRUCTORS
ALTEC INDUSTRIES INC
AMERICAN EAGLE AIRLINES
AMERICAN ITALIAN PASTA COMPANY /
RALCORP HOLDINGS INC
ARAMARK COPORATION
ASSURANT EMPLOYEE BENEFITS
AT&T INC
BARTLETT & WEST
BARTLETT AND COMPANY
BAY STATE MILLING COMPANY
BEEF PRODUCTS INC (BPI)
BERRY COMPANIES INC
BHC RHODES
BLACK & VEATCH
BLUE CROSS AND BLUE SHIELD OF
KANSAS (BCBSKS)
BLUE CROSS AND BLUE SHIELD OF
KANSAS CITY (BCBSKC)
BNSF RAILWAY COMPANY
BOEING COMPANY (THE)
BUCKLE, INC.
BURNS & MCDONNELL
C.H. ROBINSON WORLDWIDE, INC.
CACTUS FEEDERS
CANNON DESIGN
CARGILL
CARTWRIGHT RELOCATION SERVICES
CBIZ/MAYER HOFFMAN & MCCANN
CERNER CORPORATION
CGB ENTERPRISES
CHEVRON PHILLIPS CHEMICAL
COMPANY
CLAYCO INC.
CLEVELAND CHIROPRACTIC COLLEGE
CNH - CASE NEW HOLLAND
COLLECTIVE BRANDS
COLLEGE PRO
COLONIAL LIFE & ACCIDENT INSURANCE
COMPANY
COMPASS GROUP NORTH AMERICA
CONAGRA FOODS
CONOCOPHILLIPS
CONSOLIDATED ELECTRICAL
DISTRIBUTORS (CED)/AMERICAN
ELECTRIC
CONSOLIDATED GRAPHICS
COVIDIEN
CROP PRODUCTION SERVICES (CPS)
CROP QUEST, INC.
DANISCO USA
DE HARVEY BUILDERS
DODGE CITY/FORD COUNTY
DEVELOPMENT CORPORATION
DOW AGROSCIENCES LLC
DOW CHEMICAL COMPANY
EDWARD JONES
ELANCO ANIMAL HEALTH
EMC CORPORATION
EMERSON PROCESS MANAGEMENT
FISHER CONTROLS INTL LLC
EN ENGINEERING
ENGINEERED AIR
ENTERPRISE RENT-A-CAR
ETHOS GROUP
EXXONMOBIL
FARM CREDIT
FARMERS INSURANCE GROUP
FARMLAND FOODS
FARMWAY COOP INC
FDIC - FEDERAL DEPOSIT INSURANCE
CORPORATION
FEDERAL RESERVE BANK OF
KANSAS CITY
FERGUSON - A WOLSELEY COMPANY
FIRST INVESTORS CORPORATION
FRONTIER EL DORADO REFINING CO
GARMIN INTERNATIONAL
GAVILON / DEBRUCE COMPANIES

GBA
GE AVIATION
GE AVIATION SYSTEMS
GE DRESSER INC
GENERAL DYNAMICS ADVANCED
INFORMATION SYSTEMS
GENERAL MILLS INC
GEOPROBE SYSTEMS
GOODYEAR TIRE & RUBBER
GTM SPORTSWEAR
HAARSLEV INC.
HALLIBURTON
HALLMARK CARDS INC
HAWKER BEECHCRAFT CORPORATION
HEADS UP LANDSCAPE CONTRACTORS
HELENA CHEMICAL COMPANY
HERTZ CORPORATION
HILL'S PET NUTRITION INC\COLGATE-
PALMOLIVE
HNTB
HONEYWELL FM&T
HORMEL FOODS CORPORATION
HYATT
HY-VEE INC
IDAHO NATIONAL LABORATORY/BEA
INDIANA PACKERS CORPORATION (IPC)
JBS FIVE RIVERS CATTLE FEEDING LLC
JBS USA INC
JCPENNEY
JE DUNN CONSTRUCTION COMPANY
JOHN DEERE (DEERE & COMPANY)
JOHN HANCOCK INSURANCE &
FINANCIAL SERVICES
K-STATE RESEARCH & EXTENSION
LAND O'LAKES, INC. BUSINESS
DEVELOPMENT SERVICES
MCGLADREY & PULLEN LLP / RSM
MCGLADREY INC
MEADOWLARK HILLS
MIDWEST POULTRY CONSORTIUM INC
MKC AND TEAM MARKETING ALLIANCE
(AKA MID KANSAS COOP)
NORTHWESTERN MUTUAL FINANCIAL
NETWORK
OCCIDENTAL PETROLEUM
CORPORATION (OXY)
PEPSICO / FRITO-LAY / QUAKER FOODS
SCOUAR COMPANY (THE)
SOFTEK SOLUTIONS INC
STATE STREET
SUPERIOR BOILER WORKS INC
TEXAS CHRISTIAN UNIVERSITY (TCU)
TEXTRON INC
THE INSTITUTE OF WORLD POLITICS
TRIO ELECTRIC
USDA NATURAL RESOURCES
CONSERVATION SERVICE (NRCS)
WATER STREET SOLUTIONS
WEST CENTRAL COOPERATIVE
WESTAR ENERGY

Wednesday, September 21

3M COMPANY
BETTIS AND KAPL LABORATORIES
(BECHTEL MARINE PROPULSION
CORPORATION)
COLEMAN COMPANY INC (THE)
DAKOTA GROWERS PASTA COMPANY
(DGPC)
JASON'S DELI
KANSAS CITY POWER & LIGHT COMPANY
(KCP&L)
KANSAS DEPARTMENT OF
TRANSPORTATION (KDOT)
KANSASWORKS / KANSAS DEPARTMENT
OF COMMERCE
KENNEDY AND COE LLC
KERRY INGREDIENTS & FLAVOURS
KEYCORP / KEYBANK
KIEWIT POWER
KLA ENVIRONMENTAL SERVICES INC
KOCH INDUSTRIES INC & AFFILIATES
LANE CONSTRUCTION
CORPORATION (THE)
LANSING TRADE GROUP
LEPRINO FOODS COMPANY
LOGIC INC
MAC PROCESS INC (FORMERLY MAC
EQUIPMENT INC)
MAURICES
ME GROUP INC
MEDIX STAFFING SOLUTIONS
MENARDS
MGP INGREDIENTS INC
MIDWEST RESEARCH INSTITUTE
MONSANTO COMPANY
MORROW ENGINEERING, INC
MUELLER INDUSTRIES INC
MURPHY-HOFFMAN COMPANY (MHC)
MUTUAL OF OMAHA INSURANCE
COMPANY
NATIONAL CHURCH RESIDENCES (NCR)
NATIONAL COOPERATIVE REFINERY
ASSOCIATION (NCRA)
NATIONAL INSTRUMENTS
NEBRASKA PUBLIC POWER DISTRICT
NETAPP
NEWLY WEDS FOODS, INC
NORTHWIND TECHNICAL SERVICES LLC
NOVATECH LLC
OGE ENERGY CORP
ONEOK INC
PANDA RESTAURANT GROUP
PERCEPTIVE SOFTWARE
PHILIPS
PIONEER HI-BRED, INTERNATIONAL, INC.
PLATTFORM ADVERTISING
REHRIG PACIFIC COMPANY
REINKE MANUFACTURING CO INC
ROCKWELL AUTOMATION
SAMUEL ROBERTS NOBLE FOUNDATION
INC (THE)
SANDIA NATIONAL LABORATORIES
SCHLUMBERGER
SCHWAN FOOD COMPANY (THE)
SEABOARD CORPORATION
SEGA INC
SERVI-TECH INC
SHAWNEE COUNTY DEPARTMENT OF
CORRECTIONS
SHERWIN-WILLIAMS COMPANY
SHIMMICK CONSTRUCTION CO INC
(SCCI)
SMITH SECKMAN REID INC
SONOCO
SPIRIT AEROSYSTEMS
SPX COOLING TECHNOLOGIES
STANLEY CONSULTANTS INC
STASYX INC
SUNFLOWER ELECTRIC POWER
CORPORATION
SUNOPTA GRAINS & FOODS, INC.
SYNGENTA
TARGET
THE KROGER CO.
TRANSYSTEMS CORPORATION
TURNER CONSTRUCTION COMPANY
TYSON FOODS
US ARMY CORPS OF ENGINEERS
US MARINE CORPS
US NAVY OFFICER PROGRAMS
VA CHIEF BUSINESS OFFICE -
WORKFORCE MANAGEMENT

WADDELL & REED
WALLACE ENGINEERING
WENDLING NOE NELSON &
JOHNSON LLC
WOLF CREEK NUCLEAR OPERATING
CORPORATION
ZERNCO INC
ZURICH NORTH AMERICA